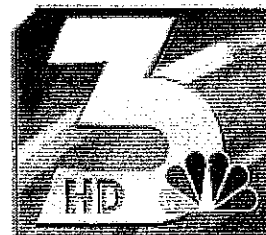


**ORDER**

KSNV

**Orders**  
**Order / Rev:** 108195  
**Alt Order #:** 06867190  
**Product Desc:** NRCC/HECK  
**Estimate:** 3060  
**Flight Dates:** 10/24/12 - 10/30/12  
**Original Date / Rev:** 10/23/12 / 10/30/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency**  
**Name:** Strategic Media Placement, Inc.  
**Buying Contact:**  
**Billing Contact:**  
 7669 Stagers Loop  
 Delaware, OH 43015

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** NRCC/ Heck 4 Congress *Revised*  
**Demographic:** A35+  
**Product Codes:** PLC02,PLI2  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	17	\$15,325.00	\$13,026.25
10/29/12	10/30/12	8	\$8,000.00	\$6,800.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	17	\$15,325.00	\$13,026.25	0.00
November 2012	8	\$8,000.00	\$6,800.00	0.00
<b>Totals</b>	<b>25</b>	<b>\$23,325.00</b>	<b>\$19,826.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

Order Share	Share	Total
KSNV	26%	\$23,325.00
Market	100%	\$89,711.54

**Competitive Share**

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$23,325.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$22,427.88
KTUD	1%	\$897.12
KVVU	17%	\$15,250.96
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$4,485.58

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/24/12	10/30/12	M-F 6-7a WakeUp w/WaQM	6-7a		MTWTF--	:30	5	\$700.00	1	0.00	NM	5	\$3,500.00
				M-F 6-7a WakeUp w/Wagners											

**NEWS**

Start Date   End Date   Weekdays   Spots/Week   Rate   Rating

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/24/12	10/30/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	5	\$700.00	1	0.00	NM	5	\$3,500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/24/12	10/30/12	MTWTF--			5		\$700.00		0.00				
E 3	KSNV	10/24/12	10/30/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	5	\$1,200.00	1	0.00	NM	5	\$6,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/24/12	10/30/12	MTWTF--			5		\$1,200.00		0.00				
E 4	KSNV	10/24/12	10/30/12	FacetoFace/Ralston Rep FacetoFace/Ralston Report	CM	730-758pm	MTWTF--	:30	5	\$900.00	1	0.00	NM	5	\$4,500.00
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/24/12	10/30/12	MTWTF--			5		\$900.00		0.00				
E 5	KSNV	10/24/12	10/30/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	5	\$1,200.00	1	0.00	NM	5	\$6,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/24/12	10/30/12	MTWTF--			5		\$1,200.00		0.00				
E 7	KSNV	10/27/12	10/28/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----SS			2		\$1,100.00		0.00				
E 8	KSNV	10/27/12	10/27/12	News 3 Sunrise - SATUR News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$150.00	3	0.00	NM	1	\$150.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S-			1		\$150.00		0.00				
E 9	KSNV	10/27/12	10/27/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S-			1		\$625.00		0.00				
E 10	KSNV	10/28/12	10/28/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$750.00	1	0.00	NM	0	\$0.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S			1		\$750.00		0.00				
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1		KSNV	10/22/12-10/28/12	Sunday Today			7a-8am		-----Su	:30	(\$750.00)	0.00	NM		
Unresolved															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
N 11	KSNV	10/26/12	10/26/12	The Tonight Show Tonight Show	CM	1135p-1236a	----F--	:30	1	\$500.00	1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	----F--			1		\$500.00		0.00				
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1		KSNV	10/22/12-10/28/12	The Tonight Show			1135p-1236a		----F----	:30	(\$500.00)	0.00	NM		
Unresolved															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
N 12	KSNV	10/28/12	10/28/12	News 3 Sunrise - SUND News 3 Sunrise SUNDAY	CM	6a-7a	-----S	:30	1	\$350.00	1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S			1		\$350.00		0.00				
Totals														25	\$23,325.00